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18 POM WONDERFUL LLC

19 UNITED STATES DISTRICT COURT
20 CENTRAL DISTRICT OF CALIFORNIA
21

22 POM WONDERFUL LLC, a Delaware
23 limited liability corporation,

24 Plaintiff,

25 vs.

26 THE COCA COLA COMPANY, a
Delaware corporation; and DOES 1
27 through 100,

28 Defendants.

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Case No. CV08-06237 SJO (FMOx)

AMENDED JOINT WITNESS LIST

RESERVATION OF RIGHTS

In addition to the witnesses set forth below, plaintiff Pom Wonderful LLC (“Pom”) and defendant The Coca-Cola Company (“TCCC”) (collectively, the “Parties”) reserve the right to call impeachment witnesses as well as any witness listed by the Parties herein.

Further, for witnesses who are called in the first instance by TCCC, including but not limited to TCCC’s own employees, officers and directors, Pom reserves the right to conduct cross examination and to convert time currently designated for direct/redirect exam into time for cross/recross examination in whole or in part and without prejudice to designating cross/recross examination in time that is longer than the currently designated time for direct/redirect examination.

Further, for witnesses who are called in the first instance by Pom, including but not limited to Pom’s own employees, officers and directors, TCCC reserves the right to conduct cross examination and to convert time currently designated for direct/redirect exam into time for cross/recross examination in whole or in part and without prejudice to designating cross/recross examination in time that is longer than the currently designated time for direct/redirect examination.

Further, listing of any witness and their respective subject matter is without prejudice to any currently pending motion in limine or any future motion or application to exclude or limit evidence, testimony or argument.

Pom expects to call the following live witnesses at trial in this matter:

Name	Subject	Time Estimate
Stewart Resnick – c/o Roll Law Group P.C., 11444 W. Olympic Blvd., Los Angeles, CA. 90064; (310) 966-8400. Mr. Resnick is the Chairman and co-owner of Pom.	He is expected to testify about the history of Pom; all aspects of Pom’s business; his reasons for bringing this suit; his beliefs pertaining to the Minute Maid Pomegranate Blueberry juice product’s (“Juice”) name and label; and his reaction when he learned how much pomegranate and blueberry juice is contained in that product.	Direct: 2:15 Cross: 1:15 Redirect: :15 Recross: :15
Matt Tupper – c/o Roll Law Group P.C., 11444 W. Olympic Blvd., Los Angeles, CA. 90064; (310) 966-8400. Mr. Tupper is the President of Pom.	He is expected to testify about Pom’s branded juice products, including its bottled pomegranate juice and pomegranate juice blend products; the research Pom funded regarding the nutritional qualities and health	Direct: 2:30 Cross: 3:30 Redirect: :20 Recross: :20

1		benefits of pomegranate	
2		juice; the marketing and	
3		advertising of Pom's	
4		branded juice products;	
5		Pom's costs to produce,	
6		market and distribute its	
7		branded juice products;	
8		Pom's production	
9		capacity; Pom's market	
10		presence and position;	
11		Pom's customer	
12		relationships and the	
13		impact of the Juice on	
14		those relationships; Pom's	
15		sales and the impact of the	
16		Juice on those sales;	
17		Pom's consumer	
18		goodwill; and generally	
19		Pom's lost sales and lost	
20		profits as a result of the	
21		Juice.	
22			
23	Paul Sheppard – c/o Roll	He is expected to testify	Direct: :55
24	Law Group P.C., 11444	about Pom's demand	Cross: 1:00
25	W. Olympic Blvd., Los	management; Pom's	Redirect: :15
26	Angeles, CA. 90064;	production capacity;	Recross: :15
27	(310) 966-8400. Mr.	Pom's costs to produce,	
28			

1	Sheppard is Vice	market and distribute its	
2	President and General	branded juice products;	
3	Manager of Beverages of	Pom's sales; and Pom's	
4	Pom.	lost sales and lost profits	
5		as result of the Juice.	
6			
7	John "Skip" Leach – c/o	He is expected to testify	Direct: :40
8	Roll Law Group P.C.,	about Pom's market	Cross: :45
9	11444 W. Olympic Blvd.,	presence and position;	Redirect: :10
10	Los Angeles, CA. 90064;	Pom's customer	Recross: :10
11	(310) 966-8400. Mr.	relationships and the	
12	Leach is Vice President,	impact of the Juice on	
13	Roll Services LLC.	those relationships; Pom's	
14		sales and the impact of the	
15		Juice on those sales; and	
16		the retail-level product	
17		placement of Pom's	
18		branded juice products.	
19		Mr. Leach's testimony	
20		will address issues during	
21		the period of time after he	
22		took over his position	
23		from Mr. Vetter.	
24			
25	Kurt Vetter – c/o Roll	He is expected to testify	Direct: :45
26	Law Group P.C., 11444	about Pom's market	Cross: :45
27	W. Olympic Blvd., Los	presence and position;	Redirect: :10
28	Angeles, CA. 90064;	Pom's customer	

1	(310) 966-8400. Mr.	relationships and the	Recross: :10
2	Vetter is the Senior Vice	impact of the Juice on	
3	President and General	those relationships; Pom's	
4	Manager of Asia/Pacific	sales and the impact of the	
5	Beverages for Pom-Asia,	Juice on those sales; and	
6	and is the former Vice	the retail-level product	
7	President of Sales for	placement of Pom's	
8	Pom.	branded juice products.	
9		Mr. Vetter's testimony	
10		will address issues during	
11		the period of time before	
12		Mr. Leach took over his	
13		position in North	
14		America.	
15			
16	Bill Phillimore – c/o Roll	He is expected to testify	Direct: :40
17	Law Group P.C., 11444	about Pom's juice	Cross: :45
18	W. Olympic Blvd., Los	operation, including the	Redirect: :10
19	Angeles, CA. 90064;	process for turning	Recross: :10
20	(310) 966-8400. Mr.	pomegranates into	
21	Phillimore is Executive	pomegranate juice.	
22	Vice President and Chief		
23	Financial Officer of		
24	Paramount Farming		
25	Company.		
26			
27	Joe MacIlvaine – c/o Roll	He is expected to testify	Direct: :40
28	Law Group P.C., 11444	about the planting of	Cross: :45

1	W. Olympic Blvd., Los	pomegranate trees and the	Redirect: :10
2	Angeles, CA. 90064;	harvesting of those trees	Recross: :10
3	(310) 966-8400. Mr.	to sell fresh pomegranates	
4	MacIlvaine is President of	and to make pomegranate	
5	Paramount Farming	juice for sale.	
6	Company.		
7			
8	Dr. E. Deborah Jay – 601	Dr. Jay is expected to	Direct: 1:00
9	California Street, San	testify regarding her	Cross: 1:30
10	Francisco, CA 94108. Dr.	analysis of the consumer	Redirect: :15
11	Jay is President and CEO	survey (“Field Survey”)	Recross: :15
12	of Field Research	that she conducted	
13	Corporation, one of the	regarding the Juice.	
14	oldest and most respected		
15	marketing and public		
16	research firms in the		
17	United States. Dr. Jay has		
18	more than 30 years of		
19	experience conducting		
20	large-scale consumer		
21	surveys of all types.		
22			
23	Joseph Anastasi – 201	Mr. Anastasi is expected	Direct: 2:30
24	Mission Street, Suite 800,	to testify regarding the	Cross: 2:30
25	San Francisco, CA 94105.	extent of the injury that	Redirect: :20
26	Mr. Anastasi is a CPA and	Pom has suffered as a	Recross: :20
27	Managing Director for	result of TCCC’s false	
28	LECG, a global expert	advertising, and to Pom’s	

1 services and consulting
2 firm. Mr. Anastasi has
3 more than 33 years of
4 experience as a financial
5 expert in the area of
6 forensic accounting and
7 analyzing financial
8 damages for matters in
9 litigation.

entitlement to an award of
monetary relief including,
but not limited to, Pom's
lost profits and TCCC's
profits.

Pom expects to offer at trial the testimony of the following witnesses by way of deposition. Each of these witnesses is either employees or former employees of TCCC or were third parties retained by TCCC to perform services relating to the Juice:

Name	Subject	Time Estimate
Kirsten Bahlke – TCCC employee.		:15
Denise Rasmussen – TCCC employee		:30
Lucy Reid – TCCC employee		:55
Kimberly Ritsema - former employee of Doner Advertising, whom TCCC retained to do advertisements for the Juice.		:45
Juan Cristian Santa Maria – TCCC employee		:45
Bryan Sawyer – President of CMA Brand Presence & Design, a design company whom TCCC retained to prepare the		1:00

1	label designs for the Juice.		
2	Ashley Schmidt – TCCC		:25
3	employee		
4			
5	Richard Shen – TCCC		:35
6	employee		
7			
8	Donald Striegel – TCCC		:20
9	employee		
10			
11	Charles Torrey – TCCC		:30
12	employee		
13	Nancy Tyndal – TCCC		:45
14	employee		
15			
16	Daniel Walsh – former		1:30
17	TCCC employee		

Pom may also call the following witnesses at trial if a need arises:

Name	Subject	Time Estimate
Lynda Resnick* – c/o	She is expected to testify,	Direct: :45
Roll Law Group P.C.,	if the need arises, about	Cross: 1:00
11444 W. Olympic Blvd.,	the marketing of Pom’s	Redirect: :15
Los Angeles, CA. 90064;	branded juice products	Recross: :15
(310) 966-8400. Mrs.	and to rebut testimony and	
Resnick is a co-owner	other evidence offered by	

1	Pom.	defendant.	
2	Michael Perdigao* – c/o	He is expected to testify,	Direct: :35
3	Roll Law Group P.C.,	if the need arises, about	Cross: 1:00
4	11444 W. Olympic Blvd.,	the advertising of Pom’s	Redirect: :15
5	Los Angeles, CA. 90064;	branded juice products	Recross: :15
6	(310) 966-8400. Mr.	and to rebut testimony and	
7	Perdigao is the President,	other evidence offered by	
8	Advertising & Corporate	defendant.	
9	Communications, for Roll		
10	International Corporation.		
11			
12	Malcolm Knight* – c/o	He is expected to testify,	Direct: :20
13	Roll Law Group P.C.,	if the need arises,	Cross: 1:00
14	11444 W. Olympic Blvd.,	regarding the ingredients,	Redirect: :15
15	Los Angeles, CA. 90064;	formulation and testing of	Recross: :15
16	(310) 966-8400. Mr.	Pom’s branded juice	
17	Knight is the Vice	products.	
18	President of Product		
19	Development & Quality		
20	of Pom.		
21			
22	Dr. Mark Dreher* – P.O.	Mr. Dreher is expected to	Direct: :40
23	Box 8896, Calabasas, CA.	testify, if the need arises,	Cross: 1:00
24	91372. Mr. Dreher is the	about the scientific	Redirect: :15
25	former Vice President of	research program at Pom	Recross: :15
26	Scientific and Regulatory	during his tenure and to	
27	Affairs/Chief Scientific	rebut testimony and other	
28			

1	Officer at Pom.	evidence offered by	
2		defendant.	
3	Dr. Allan Pantuck* –	Dr. Pantuck is expected to	Direct: 1:00
4	UCLA, Department of	testify, if the need arises,	Cross: 1:00
5	Urology, 924 Westwood	about the results of a	Redirect: :15
6	Blvd, Ste 1050, Los	human study he conducted	Recross: :15
7	Angeles, CA. 90024.	regarding the effects of	
8		pomegranate juice on	
9		prostate cancer.	
10			
11	Dr. Michael Aviram* - 57	Dr. Aviram is expected to	Direct: :50
12	Svedia Street, Haifa,	testify, if the need arises,	Cross: 1:00
13	Israel.	about the mechanistic	Redirect: :15
14		research he conducted	Recross: :15
15		regarding the antioxidant	
16		properties of pomegranate	
17		juice and their relationship	
18		to cardiovascular health.	
19			
20	Dr. David Heber* –	Dr. Heber is expected to	Direct: 1:00
21	Center for Human	testify, if the need arises,	Cross: 1:00
22	Nutrition, 900 Veteran	about numerous studies he	Redirect: :15
23	Avenue, #12-217, Los	participated in and their	Recross: :15
24	Angeles, CA. 90095.	results generally	
25		pertaining to the	
26		mechanisms of	
27		antioxidants in	
28			

1		pomegranate juice.	
2	Dr. Michael Davidson* –	Dr. Davidson is expected	Direct: :45
3	Radiant Research, 515	to testify, if the need	Cross: 1:00
4	North State Street, Suite	arises, about the results of	Redirect: :15
5	2700, Chicago, IL. 60654.	clinical studies he	Recross: :15
6		conducted regarding the	
7		effects pomegranate juice	
8		on cardiovascular health.	
9			
10	Dr. David Kessler* - 2715	He is expected to testify,	Direct: :45
11	Steiner Street, San	if the need arises, about	Cross: 1:00
12	Francisco, CA. 94123.	Pom's medical research	Redirect: :15
13	Dr. Kessler serves on	program and his role in	Recross: :15
14	Pom's Scientific Advisory	managing that program.	
15	Board.		
16			
17	Dr. Harley Liker* – 9675	Mr. Liker is expected to	Direct: :50
18	Brighton Way, Suite 350,	testify, if the need arises,	Cross: 1:00
19	Beverly Hills, CA.	about the scientific	Redirect: :15
20	90210. Mr. Liker is	research and studies he	Recross: :15
21	Pom's Chief Medical	directed and coordinated	
22	Officer.	pertaining to pomegranate	
23		juice.	
24			
25	Richardo Carvajal* – 700	Mr. Carvajal is expected	Direct: :45
26	13th Street, N.W., Suite	to testify, if the need	Cross: 1:00
27	1200, Washington D.C.	arises, in rebuttal to	Redirect: :15
28	2005. Mr. Carvajal is Of	TCCC's claim that its	

1 Counsel at Hyman, Phelps 2 & McNamara, a law firm 3 that specializes in 4 providing counseling and 5 representation to 6 manufacturers and 7 marketers of products 8 regulated by the U.S. 9 Food and Drug 10 Administration (FDA). 11 Mr. Carvajal served as 12 Associate Chief Counsel 13 in FDA's Office of Chief 14 Counsel from 2002 to 15 2007. 16	product complies with all applicable FDA regulations.	Recross: :15
17 Ed Chapman* – c/o Roll 18 Law Group P.C., 11444 19 W. Olympic Blvd., Los 20 Angeles, CA. 90064; 21 (310) 966-8400. Mr. 22 Chapman is from 23 Advantage Sales and 24 Marketing, Pom's broker 25 for Walmart. 26	Mr. Chapman is expected to testify, if the need arises, about photographs he took of stores in Kansas depicting shelving of juice.	Direct: :05 Cross: :05 Redirect: :00 Recross: :00

Defendant The Coca-Cola Company (“TCCC”) expects to call the following witnesses at trial in this matter:

TCCC EMPLOYEES

Name	Subject	Time Estimate
Denise Rasmussen c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Rasmussen is Director of Knowledge & Insights at The Coca-Cola Company.	Minute Maid market research	Direct: 1:30 Cross: 1:15 Redirect: :20 Recross: :05
Juan Cristian Santa Maria c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Mr. Sanata Maria is Director of Scientific and Regulatory Affairs at The Coca-Cola Company. (or alternatively Rhona Appelbaum or Lucy Reid as per below under as needed witnesses)	Review and approval of labeling for the Juice; compliance with FDA labeling requirements	Direct: 1:00 Cross: :40 Redirect: :15 Recross: :05

1	Ashley Schmidt c/o The	Minute Maid brand and	Direct: 1:00
2	Coca-Cola Company, One	business; Marketing and	Cross: :45
3	Coca-Cola Plaza NW,	sale of the Juice	Redirect: :15
4	NAT 2004, Atlanta, GA		Recross: :05
5	30313. Ms. Schmidt is		
6	Brand Director, Minute		
7	Maid at The Coca-Cola		
8	Company.		
9			
10	Mike St. John c/o The	Minute Maid brand and	Direct: 1:00
11	Coca-Cola Company, One	business; Review and	Cross: :40
12	Coca-Cola Plaza NW,	approval of labeling for	Redirect: :15
13	NAT 2004, Atlanta, GA	the Juice; Marketing of	Recross: :05
14	30313. Mr. St. John is	the Juice	
15	President and General		
16	Manager, Minute Maid at		
17	The Coca-Cola Company.		
18			
19	Don Striegel c/o The	Development and	Direct: 1:00
20	Coca-Cola Company, One	formulation of the Juice	Cross: :35
21	Coca-Cola Plaza NW,		Redirect: :15
22	NAT 2004, Atlanta, GA		Recross: :05
23	30313. Mr. Striegel is		
24	Director of juice research		
25	and development at The		
26	Coca-Cola Company.		
27			
28	Charles Torrey c/o The	Minute Maid business;	Direct: 2:00

1	Coca-Cola Company, One	Development, sales and	Cross: 1:00
2	Coca-Cola Plaza NW,	marketing of the Juice;	Redirect: :20
3	NAT 2004, Atlanta, GA	Costs and absence of	Recross: :05
4	30313. Mr. Torrey is	profits for the Juice	
5	Vice President Marketing,		
6	Minute Maid at The Coca-		
7	Cola Company.		
8			
9	TCCC Employee		
10	witnesses to be called if		
11	need arises:		
12	Rhona Applebaum c/o	Review and approval of	Direct: 1:00
13	The Coca-Cola Company,	labeling for the Juice;	Cross: :30
14	One Coca-Cola Plaza	compliance with FDA	Redirect: :15
15	NW, NAT 2004, Atlanta,	labeling requirements	Recross: :05
16	GA 30313. Ms.		
17	Applebaum is Vice		
18	President, Chief Scientific		
19	and Regulatory Officer at		
20	The Coca-Cola Company.		
21	(If need arises)		
22			
23	Kirsten Bahlke c/o The	Development of the Juice;	Direct: :45
24	Coca-Cola Company, One	marketing plans and goals	Cross: :30
25	Coca-Cola Plaza NW,		Redirect: :10
26	NAT 2004, Atlanta, GA		Recross: :05
27	30313. Ms. Bahlke is		
28			

1	Director of Marketing at		
2	The Coca-Cola Company.		
3	(If need arises)		
4	Marge Leahy c/o The	Brain health claims and	Direct: 1:00
5	Coca-Cola Company, One	substantiation	Cross: :20
6	Coca-Cola Plaza NW,		Redirect: :15
7	NAT 2004, Atlanta, GA		Recross: :05
8	30313. Ms. Leahy is		
9	Nutrition & Food		
10	Sciences Director at The		
11	Coca-Cola Company.		
12	(If need arises)		
13			
14	Susan Martin c/o The	Testing of the Juice	Direct: :45
15	Coca-Cola Company, One		Cross: :10
16	Coca-Cola Plaza NW,		Redirect: :10
17	NAT 2004, Atlanta, GA		Recross: :05
18	30313. Ms. Martin is		
19	Manager of ingredient		
20	quality at The Coca-Cola		
21	Company.		
22	(If need arises)		
23			
24	Alison Powell c/o The	Marketing of the Juice at	Direct: :45
25	Coca-Cola Company, One	and around time of launch	Cross: :30
26	Coca-Cola Plaza NW,		Redirect: :10
27	NAT 2004, Atlanta, GA		Recross: :05
28			

1	30313. Ms. Powell is		
2	Brand Manager, Minute		
3	Maid at The Coca-Cola		
4	Company.		
5	(If need arises)		
6			
7	Lucy Reid c/o The Coca-	Review and approval of	Direct: 1:00
8	Cola Company, One	labeling for the Juice;	Cross: :45
9	Coca-Cola Plaza NW,	compliance with FDA	Redirect: :15
10	NAT 2004, Atlanta, GA	labeling requirements	Recross: :05
11	30313. Ms. Reid is		
12	Director of Scientific and		
13	Regulatory Affairs at The		
14	Coca-Cola Company.		
15	(If need arises)		
16			
17	Rick Rodgers c/o The	Design and development	Direct: :30
18	Coca-Cola Company, One	of labeling for the Juice	Cross: :20
19	Coca-Cola Plaza NW,		Redirect: :10
20	NAT 2004, Atlanta, GA		Recross: :05
21	30313. Mr. Rodgers is		
22	Director of Creative		
23	Services at The Coca-Cola		
24	Company.		
25	(If need arises)		
26			
27	Richard Shen c/o The	Development and	Direct: :45
28	Coca-Cola Company, One	formulation of the Juice	Cross: :45

1	Coca-Cola Plaza NW,		Redirect: :10
2	NAT 2004, Atlanta, GA		Recross: :05
3	30313. Mr. Shen is		
4	Senior Scientist at The		
5	Coca-Cola Company.		
6	(If need arises)		
7			
8	Nancy Tyndal – c/o The	Consumer	Direct: :45
9	Coca-Cola Company, One	communications	Cross: :45
10	Coca-Cola Plaza NW,		Redirect: :10
11	NAT 2004, Atlanta, GA		Recross: :05
12	30313. Ms. Tyndal is		
13	Manager of client services		
14	at The Coca-Cola		
15	Company.		
16	(If need arises)		
17			
18	Richard Villanueva c/o	Costs of the Juice;	Direct: 1:00
19	The Coca-Cola Company,	absence of profit for the	Cross: :30
20	One Coca-Cola Plaza	Juice	Redirect: :15
21	NW, NAT 2004, Atlanta,		Recross: :05
22	GA 30313. Mr.		
23	Villanueva is Director of		
24	Finance, Minute Maid at		
25	The Coca-Cola Company.		
26	(If need arises)		
27			
28			

POM EMPLOYEES OR FORMER EMPLOYEES

Name	Subject	Time Estimate
Mark Dreher (If not called by Pom) P.O. Box 8896, Calabasas, CA 91372. Mr. Dreher is the former Vice President of Scientific and Regulatory Affairs/Chief Scientific Officer at Pom.	Development of Pom's juices; assessment of the Juice	Direct: 1:00 Cross: :40 Redirect: :15 Recross: :05
Malcolm Knight (If not called by Pom) Mr. Knight is the Vice President of Product Development & Quality of Pom.	Formulation and flavoring of Pom and other juices	Direct: 1:00 Cross: :20 Redirect: :15 Recross: :05
John "Skip" Leach (By deposition if not called live by Pom) Mr. Leach is Vice President, Roll Services LLC.	Pom business, marketing, sales	:15
Michael Perdigao (If not called by Pom)	Marketing/advertising of Pom products	Direct: 1:00 Cross: :35

1	Mr. Perdigao is President,		Redirect: :15
2	Advertising & Corporate		Recross: :05
3	Communications for Roll		
4	International Corp.		
5	Lynda Resnick	Pom businesses, history,	:30
6	(By deposition if not	marketing, sales,	
7	called live by Pom)	competitors, claims,	
8	Ms. Resnick is co-owner	substantiation	
9	of Pom and architect of its		
10	marketing program.		
11			
12	Stewart Resnick	Pom businesses, history,	:15
13	(By deposition if not	marketing, sales,	
14	called live by Pom)	competitors, claims,	
15	Mr. Resnick is Chairman	substantiation	
16	and co-owner of Pom.		
17			
18	Paul Sheppard	Pom business, sales, costs,	:15
19	(By deposition if not	profits	
20	called live by Pom)		
21	Mr. Sheppard is Pom's		
22	Vice President and		
23	General Manager of		
24	Beverages		
25			
26	Matthew Tupper	Pom businesses, history,	Direct: 2:00
27	(If not called by Pom)	marketing, sales,	Cross: :30
28	Mr. Tupper is President of	competitors, claims,	Redirect: :15

1	Pom.	substantiation	Recross: :05
2			
3	Kurt Vetter	Pom business, marketing,	:15
4	(By deposition if not	sales	
5	called live by Pom)		
6	Mr. Vetter is Senior Vice		
7	President and General		
8	Manager of Asia/Pacific		
9	Beverages for Pom-Asia,		
10	and is Pom's former Vice		
11	President of Sales.		
12			
13	Rob Six		Direct: :30
14	(If need arises)		Cross: :10
15	Rob Six is or was a Pom		Redirect: :10
16	employee.		Recross: :05
17			
18			
19			
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28			

THIRD PARTIES

Name	Subject	Time Estimate
OTX Research 10567 Jeffeson Blvd. Culver City, CA 90232 OTX performed market research for Pom.	Market research re Pom, Minute Maid and other juices	Direct: :45 Cross: :20 Redirect: :10 Recross: :05
Dan Walsh Formerly of TCCC Mr. Walsh is a former Senior Brand Manager, Minute Maid at The Coca- Cola Company. (By deposition)	Development of the Juice	:15
Kim Ritsema Formerly of Doner Ad Agency , 1636 Pearson St., Ferdale, MI 48220. Ms. Ritsema is a former account manager at Doner Ad Agency. (By deposition, if need arises)	Internal ad agency communications concerning the Juice	:15
David Vawter of Doner	Internal communications	Direct: :30

1	Ad Agency, 25900	concerning the Juice	Cross: :15
2	Northwestern Hwy.,		Redirect: :10
3	Southfield, MI 48075.		Recross: :05
4	Mr. Vawter is a creative		
5	director at Doner Ad		
6	Agency.		
7	(If available and need		
8	arises)		
9			
10	Bryan Sawyer of CMA	Development of labeling	Direct: :30
11	Brand Presence and	for the Juice	Cross: :10
12	Design, 1207 Dunlavy St.,		Redirect: :10
13	Houston, TX 77019. Mr.		Recross: :05
14	Sawyer is President of		
15	CMA Brand Presence &		
16	Design		
17	(If available or by		
18	deposition if need arises)		
19			

EXPERTS

The following brief summaries are without prejudice to TCCC's experts testifying about (a) all matters set forth in their expert reports and during their depositions, (b) any information disclosed since that time, and (c) any evidence provided in the proceedings.

Name	Subject/Summary	Time Estimate
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1	Jeffrey Blumberg, Ph.D,	In response to	Direct: 2:30
2	FACN, CNS	assumptions and theories	Cross: 1:30
3	Professor, Friedman	set forth in Plaintiff's	Redirect: :20
4	School of Nutrition	damages analysis	Recross: :05
5	Science and Policy	concerning health claims	
6	at Tufts University	about pomegranate juice,	
7	711 Washington St.	Dr. Blumberg will testify	
8	Boston, Massachusetts	about what the medical	
9	02111	literature actually does or	
10		does not support.	
11			
12	Neal D. Fortin	Mr. Fortin, an authority	Direct: 1:30
13	Director, Institute for	on the history,	Cross: :50
14	Food Laws & Regulation	implementation and	Redirect: :20
15	Michigan State University	operation of regulations	Recross: :05
16	College of Agriculture	regarding labeling of	
17	and Natural Resources	juices, will testify about	
18	P.O. Box 230	those regulations, their	
19	Okemos, Michigan 48805	relationship to federal	
20		statutory provisions, and	
21		their application to the	
22		Juice.	
23			
24	Ran Kivetz, Ph.D	Dr. Kivetz will (1) testify	Direct: 3:00
25	Professor of Marketing	regarding flaws in the	Cross: 2:00
26	Columbia University	design, conduct,	Redirect: :30
27	Business School	formulation and	Recross: :05
28	3022 Broadway	interpretation of results	

1	New York, New York	from Plaintiff's consumer	
2	10027	survey, (2) testify	
3		regarding flawed	
4		assumptions made by	
5		Plaintiff's expert Joseph	
6		Anastasi, and (3) provide	
7		marketing analyses and	
8		opinions informing	
9		TCCC's damages analysis.	
10			
11	Avram S. Tucker,	Mr. Tucker will testify	Direct: 2:00
12	C.P.A.	that based on his	Cross: 1:30
13	Chief Executive Officer,	calculations TCCC has	Redirect: :20
14	TM Financial Forensics,	not made any profit on the	Recross: :05
15	LLC, 353 Sacramento St.,	Juice and will also testify	
16	Suite 2200, San Francisco,	about flaws in Plaintiff's	
17	California 94111	damages analysis and will	
18		provide an alternative	
19		measure of damages.	
20			
21	Richardo Carvajal	Mr. Carvajal will testify	:15
22	(By deposition if not	regarding application of	
23	called by Pom)	federal regulations	
24	Hyman, Phelps &	regarding juice labeling to	
25	McNamara	Pom's products.	
26	700 13 th Street, N.W.,		
27	Suite 1200, Washington		
28			

1 D.C. 2005.

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5 DATED: February 9, 2010

ROLL LAW GROUP P.C.

6
7 By: /s/ Daniel S. Silverman

8 Daniel S. Silverman
9 Attorneys for Plaintiff
POM WONDERFUL LLC

10 DATED: February 9, 2010

PATTERSON BELKNAP WEBB &
TYLER LLP

11
12 By: /s/ Steven A. Zalesin

13 Steven A. Zalesin
14 Attorneys for Defendant
THE COCA COLA COMPANY
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